

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Great American Media
1010 Wisconsin Ave NW
Washington, DC 20007

<u>Contract / Revision</u> 818216 /		<u>Alt Order #</u> 06308362
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Estimate #</u> 1705
<u>Advertiser</u> DSCC IE		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8004	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WOIO	09/12/12	09/14/12	Let's Make A Deal	10-11a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	09/10/12-09/16/12	Let's Make A Deal	10-11a	---WThF---	:30		\$500.00	NM		
			Credited									
2	WOIO	09/12/12	09/14/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$1,000.00			
E 3	WOIO	09/12/12	09/14/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	09/10/12-09/16/12	Price is Right	11a-12p	---WThF---	:30		\$525.00	NM		
			Credited									
	3	WOIO	09/10/12-09/16/12	Price is Right	11a-12p	---WThF---	:30		\$525.00	NM		
			Credited									
4	WOIO	09/12/12	09/14/12	CBS Soaps	1230-2p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$600.00			
5	WOIO	09/12/12	09/14/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$475.00			
6	WOIO	09/12/12	09/14/12	Action News at 4p	4-5p		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$650.00			
7	WOIO	09/12/12	09/13/12	Action News at 430a	430-5a		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WT---				1	\$90.00			
8	WOIO	09/12/12	09/14/12	Action News at 5a	5-6a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$125.00			
9	WOIO	09/12/12	09/14/12	Action News at 5p	5-6p		:30			NM	2	\$1,400.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 818216 /		<u>Alt Order #</u> 06308362
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Product</u> DSCC IE
<u>Advertiser</u> DSCC IE		<u>Estimate #</u> 1705
		<u>Original Date / Revision</u> 09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$700.00			
10	WOIO	09/12/12	09/14/12	Action News at 6p	6-630p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$700.00			
11	WOIO	09/12/12	09/14/12	Action News at 6a	6-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				1	\$175.00			
12	WOIO	09/12/12	09/14/12	7-730p	7-730p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$500.00			
13	WOIO	09/12/12	09/14/12	The Early Show	7-9a		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$165.00			
14	WOIO	09/12/12	09/14/12	730-8p	730-8p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				2	\$500.00			
15	WOIO	09/15/12	09/15/12	SA Action News at 7p	7-8p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1-				1	\$425.00			
16	WOIO	09/13/12	09/13/12	Thur Hour 2	9-10P		:30			NM	1	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$4,750.00			
N 17	WOIO	09/14/12	09/14/12	The Talk	2-3p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$450.00			
N 18	WOIO	09/15/12	09/15/12	Sat Early Show	9-11a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$250.00			
N 19	WOIO	09/14/12	09/14/12	Action News at 11p	11-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,000.00			
N 20	WOIO	09/14/12	09/14/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$500.00			
Totals											30	\$19,820.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/15/12	30	\$19,820.00	\$16,847.00
Totals	30	\$19,820.00	\$16,847.00

Signature: _____ **Date:** _____

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